

Appl. No. 09/872,197  
Amdt. Dated September 11, 2007  
Reply to Office Action of June 11, 2007

### **REMARKS/ARGUMENTS**

This Amendment is in response to the Office Action mailed June 11, 2007. In the Office Action, claims 1-24 stand rejected under 35 U.S.C. § 103.

Applicants have amended independent claims 1, 9, and 17 to further clarify embodiments of the invention.

Reconsideration in light of the amendments and remarks made herein is respectfully requested.

#### ***Rejection Under 35 U.S.C. § 103***

Claims 1-3, 5-7, 9-11, 13-15, 17-19, and 21-23 stand rejected under 35 U.S.C. § 103(a) as being allegedly obvious over U.S. Patent No. 6,564,379 issued to Knudson et al. (hereinafter Knudson) in view of U.S. Publication No. 2002/0124255 issued to Reichardt et al. (hereinafter Reichardt).

Applicants respectfully submit that amended independent claims 1, 9, and 17 are not rendered obvious by the combination of Knudson and Reichardt, as set forth by the Examiner, or in view of any of the other references cited by the Examiner.

In particular, Applicants respectfully submit that these references, alone or in combination, do not teach or suggest Applicants' amended independent claims which generally relate to: displaying an arrangement of a plurality of different channel identifiers in a plurality of row and columns simultaneously on the display device...selecting one of the plurality of different channel identifiers...displaying a pop-up for the selected channel identifier on the display device while still displaying the arrangement of the plurality of different channel identifiers in which the pop-up overlays at least one other channel identifier...wherein the pop-up displays first program data associated with the first program of the selected program identifier...and the pop-up displays second program data associated with a second program in response to a second input while the arrangement of the plurality of different channel identifiers in the plurality of rows and columns is still displayed and the pop-up continues to overlay the at least one other channel identifier.

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As the Examiner acknowledges, Knudson does not disclose simultaneously displaying an arrangement of a plurality of different channel identifiers on a display device. (See Office Action, page 4).

The Examiner relies upon Figure 7 of Reichardt for the alleged teaching of an interactive electronic program guide that simultaneously displays an arrangement of a plurality of different channel identifiers on the display device. (See Office Action, page 4).

Looking more particularly at the Knudson and Reichardt references relied upon by the Examiner in the previous Office Action, neither Knudson nor Reichardt, alone or in combination, teach or suggest the limitations of Applicants' amended independent claims 1, 9, and 17.

For example as shown in Figure 4 of Knudson and as described at column 6, lines 26-63 of Knudson:

A conventional program guide browse display arrangement is shown in FIG. 4. Video for the current channel to which the user's set-top box is tuned (i.e., the current channel that the user is viewing) is displayed on the user's television screen 68. When the user presses a remote control cursor key, browse display 70 is provided as an overlay on top of screen 68. Initially, browse display 70 contains program listings information for the current channel and time (e.g., channel 6 and 10:30 AM), as shown on the upper screen in FIG. 4. If the user presses a cursor key, the video for the current channel that is displayed on screen 68 is not changed, but the program listings information in browse display 70 is changed to the next available channel (e.g., channel 7), as shown on the lower screen in FIG. 4. As indicated by arrows 72, the user may use cursor keys to browse listings for other channels and times without disturbing the video for the current channel that is displayed on screen 68. (Emphasis added).

Knudson describes a program guide having a single browse display 70 that is provided as an overlay on the screen, near the bottom of the screen, so that a viewer can watch video while cycling through channel program data contained in the overlay for the current channel or different channels.

As can be clearly seen in Figure 4, the single browse display 70 only contains an individual channel identifier (e.g., 6 KRMA or 7 KMGH) and a program listing for the individual channel (e.g., BIG COMFY COUCH or PORT CHARLES). As described in

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Knudson, by using a browse display that includes only one channel identifier, the rest of the video on the screen can be watched.

As to Reichardt, Figure 7 of Reichardt as relied upon by the Office Action (see Office Action page 4) discloses an electronic program guide having a single column of channel identifiers and program titles 701 in conjunction with a plurality of advertisements and a promoted program above the column of channel identifiers and program titles. As set forth in the Abstract of Reichardt, Reichardt is directed to: "interactive advertisements [that] may be provided in interactive applications such as interactive television program guides..." Figure 7 is one such type of hybrid passive/interactive program guide (see paragraph 85 of Reichardt).

Applicants respectfully submit that neither Knudson nor Reichardt teach or suggest: displaying an arrangement of a plurality of different channel identifiers in a plurality of rows and columns simultaneously on the display device. In contrast, Knudson describes a single browse display that includes a single channel identifier along with program data for the individual channels and Reichardt only describes a single column of channel identifiers and program titles below a promotion.

Further, Applicants respectfully submit that neither Knudson nor Reichardt teach or suggest: displaying a pop-up for a selected channel identifier on the display device *while still displaying the arrangement of the plurality of different channel identifiers in which the pop-up overlays at least one of the other channel identifiers*. In contrast, Knudson only deals with a single browse display that includes a single channel identifier and Reichardt does not describe or suggest pop-up.

Moreover, Applicants respectfully submit that neither Knudson nor Reichardt teach or suggest: a pop-up displaying second program data associated with a second program in response to a second input while the arrangement of the plurality of different channel identifiers in the plurality of rows and columns is still displayed and the pop-up continues to overlay the at least one other channel identifier.

Applicants respectfully submit that Knudson and Reichardt, either alone or in combination with the other cited references, do not teach or suggest the limitations of

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Applicants' amended independent claims 1, 9, and 17 and that therefore Applicants' amended independent claims are not rendered obvious by the prior art of record.

Accordingly, Applicants respectfully submit that amended independent claims 1, 9, and 17, and the claims that depend therefrom, should be allowed and passed to issuance.

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### Conclusion

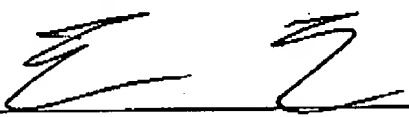
In view of the remarks made above, it is respectfully submitted that pending claims 1-24 are allowable over the prior art of record. Thus, Applicants respectfully submit that all the pending claims are in condition for allowance, and such action is earnestly solicited at the earliest possible date. The Examiner is respectfully requested to contact the undersigned by telephone if it is believed that such contact would further the examination of the present application. To the extent necessary, a petition for an extension of time under 37 C.F.R. is hereby made. Please charge any shortage in fees in connection with the filing of this paper, including extension of time fees, to Deposit Account 02-2666 and please credit any excess fees to such account.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: September 11, 2007

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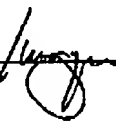
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